



Imani Joy

UX Designer

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imanijoy.design

About Me

I am...

A startup-savvy UX generalist who's spent 5+ years designing end-to-end experiences for web and mobile

I'm most proud of...

Conceptualizing, designing, and coding the industry's first accessibility-focused design challenge generator
(Soften.design)

I'm proficient in...

Figma, Sketch, Abstract, Zeplin, InVision, Adobe Illustrator, HTML, CSS

I also have experience with...

FullStory, Mixpanel, Lookback, JavaScript

Education

B.A. with Distinction, Communications

University of Michigan

Experience

Pathrise

Product Designer and Mentor Apr 2019 - Present

Pathrise is an online mentoring program for job seekers in tech. I lead designs for Pathrise's learning management system, and I also mentor designers entering the field. Recently, I spearheaded a redesign of our web app's knowledge base that achieved a 75% 3-day retention rate.

General Assembly

UX Design Instructor Lead Oct 2018 - Apr 2019

Delivered over 800 hours of in-classroom instruction and one-on-one mentoring on topics related to user research, product strategy, and interaction design.

Earned an instructor score of 4.91/5 and an NPS of 93 from the graduates of my first cohort.

Darby Smart

iOS Product Designer Aug 2017 - Oct 2018

Collaborated with engineering and product teams to improve retention by 24% in the Darby iOS mobile app.

Created a design system that reduced technical debt for both designers and engineers.

Freelance

Experience Designer Nov 2014 - Aug 2017

Led brand launches, website redesigns, and digital marketing campaigns for a variety of clients, from local businesses to national nonprofits.